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An information communication system is disclosed, in which a service information provider registers in advance service information in information provision means which is managed by a carrier to provide the service information, and a user receives the service information by accessing the information provision means via a communication network. This system includes a database for separately storing profile information indicating attribute information of the user and preference information indicating the preference and taste of the user upon encrypting the profile information and preference information. An information communication method and information communication business method are also disclosed.